Final

Mailers' Technical Advisory Committee
MTAC Focus Groups: August 15, 2012

Visibility/Service Performance Measurement
Focus Group Session Notes

Jim Cochrane, VP, Product Information, USPS
Lisa Bowes, MTAC Industry Leader, Service Performance
USPS Industry Engagement & Outreach Facilitato: Paula McCollum

Periodicals *9:00 am -10:30 am*

John Stark, MTAC Industry Leader, Periodicals
USPS Industry Engagement & Outreach Facilitator: Ernie Harris

Suggestion: Ensure presentation is placed on RIBBS

Open Discussion on the following:

- PBC Usage
- Bundle And Container Visibility
- Discuss Service and Phase 1 Network Rationalization
- Update on Service Performance Diagnostic Tool

Last Mile

We should have very good metrics that will help you do your fall planning.

Jim talked about the Last Mile Impact for Periodicals.

14% of periodicals (flats) were the last mile impact when we started tracking this. Now we are at 3.7% on Last Mile impact. Some of that could be addressing

20% of all flats have no scanning image on them

Jim stated that IBM reporters are not disclosed to the Postal Service

Service Variance

We built this with Periodicals in mind – Periodicals by Service Variance

Our messaging to the field is you need to take the "tail of the mail out"

We started in the low 90's now we are in the high 90's

Feedback from Industry is I received it on Friday and I should have got in on Monday. If it is one day late it's not as bad as 4 days late.

The number is driving the variance out of the service numbers.

IMB Operations Dashboard

Does volume effect cycle time?

Suggestion from customer: Is there a short term solution to push mailing information to the BSN so we could get it? There is also a problem when customer's transportation companies and other business partners can't access our BSN site. Customers would like a dedicated system, similar to RIBBS, to allow not only their access to the information, but also to share with their business partners.

Question from Industry: Is there a way can we get summary data from Dale Kennedy? Dale's current information only provides the location missed, but the industry also wants to know volumes delivered by day and the number of days missed.

Open Discussion on the Following:

- Periodicals (flats) PDR + PBC = 32%
- IMR 68%
- IMR must be retired
- Full Service Pieces in Measurement
- Exclusive Breakdowns

Right now we are only measuring 25% of the 57% of periodicals

Carrier route is not often in measurement

Best Practice Guide
Industry would like to put together a "Best practices" guide with oversight from Jim

Action Items

- **Webinar will be scheduled in 6 weeks to understand the exclusions in measurement/diagnostics.**
- **Send info to BSN and mailers about permit indicia in relationship to PARS.**
- **Need better communication from Post Office personnel to mailers; responses should be more consistent.**
- **In the absence of other data, the Industry should be directed to use the established service standards – get this message to BSNs and P.O.s.**
- **Alert Mail Service Providers in advance of changes.**
- **Jim Wilson will work with the Industry to re-start the Periodical Scan CFS Focus Group.**
- **Request PARS update story and ongoing updates to Industry at next MTAC meeting – Mike Amato and Jim Wilson**
- **APO/FPO and ACS – speak with Brent Raney about discussion around forwarding at closed military units.**
- **Provide early warning to Industry on mail piece design when it impacts processing and visibility (size, shape, material, etc) – Data shows problems that have existed for sometime (example letters run on flat technology) – This will also be addressed in group with Gary Reblin.**
- **How will the new Visibility Dashboard be released?**

Standard *10:45 am – 12:15 pm*

Wanda Senne, MTAC Industry Leader, Standard Mail

USPS Industry Engagement & Outreach Facilitator: Tonya Dodson

Color Coding System

The color coding measures end to end – from dock to machine hit to DPS

- Last mile impact report is the machine scan information compiled by mailing

By Service Variance

Measurements by sales date, mailings by delivery

- System will roll up nationally
- 80% SM scan by day
- Don't delay flats (manual flat in tubs at carrier route off machine)
    - We should anticipate the volume spikes and the cycle time

ACTION: AVP will check the process – volume should increase cycle time.

Standard Letters

- Carrier route bundle top piece of mail will get into measurement

ACTION: Carrier route bundle not in view point should be resolved in January

- 42% letters invalid at entry point
    - 25% incorrect entry
    - Invalid discount
    - Appointment issues
    - Unique barcode
        - Information captured from edoc management point – PostalOne!
    - Goal is 100%
    - Processing when to turn on the machine to help determine inventory
    - Accurate information on mail piece helps to build the report
        - Incorrect information is suppressed

- If mailing at a different location the mail becomes an irregularity and does not get measured

Challenges

- Every plant does not have a unique zip code
- SFS entry is in wrong location code

ACTION: Build table to get correct mail weight

Proposal build report will be out on RIBBS

- Current cycle time on product (you populate information by 'Find' filter)
- Can show break out by mail class

ACTION: Exception Report to specify link in the red and identify impact sites to determine mailing. Industry would like to know information early.

AGENDA

Review color coding system and mail planning information from RIBBS

- ❑ Facilities are advancing mail creating problem with planning of in-home dates

Full Service roadblocks

Status of aggregate reporting system

- ❑ Want more than the "vital few"

Update on Mail tracking – Federal Register notice

Open Discussion

- ➢ 50% of carrier route bundles are out of measurement
- ➢ If we have piece level detail and it runs on a bundle sorter then we can measure
- ➢ Incorrect Entry Facility
- ➢ This information comes directly from AMS and eDoc
- ➢ Invalid Delivery point – Standard mail is the lowest percentage rating which is good
- ➢ Part of the complication here is the eDoc accepts multiple locale key - Create a simple lookup of a facility

We need to be able to provide the data and conditions of plants when industry is shipping nationwide. Is it taking 2 days, 3 days, etc to get things thru the processing plant? – In home issue or early delivery

We are building tools where cycle time for plants is actually next day delivery.

Are you still on track on bundle scans on rollout in October? Yes

Full Service Update

32% Standard Mail participating with FS

ACTION: Small business come up with a solution to postage credit areas oppose to incentive when getting into FS.

Agency and Industry have identified there is value in the data.

ACTION: Roll out real time scanning next year – is the plan. Show measurement

FS Roadblocks

Comments for the FR

- Agency will have to certify systems
- Awareness challenges – PostNet retirement
  - 7K mailers still mailing with PostNet
- The next FR will help customers simplify FS strategy transition

Industry Concerns:

Provide guidance of November mailing.

Provide a better understanding of the cycle times

Scores reflect one week old – would like to see earlier

RESOLVE: Customers can see earlier by running cycle time. Cycle time reflect last 24 hours.

ACTION: Webinar to dialogue on color coded charts for mailers

ACTION ITEMS

- **Steve Dearing will check data feed from eDOC to SASP for accuracy on Entry & Delivery points (PostalONE! Errors)**
- **Steve will work with Industry to build resource that provides ability to identify correct entry facility.**
- **Webinar will be held 6 to 7 weeks to work on exclusions and expectations by site.**
- **Can IMb dashboard include impact sites – (Exception Report – by month, by Area)**

Package Services 1:30pm – 3:00 pm

John Medeiros, MTAC Industry Leader, Package Services

USPS Industry Engagement & Outreach Facilitator: Ruth Southworth

MTAC Agenda was not communicated timely. Industry needs agenda beforehand.

Next Generation Scanner: We are looking for a 1 minute turnaround for notification.

Launching real time scanning in December/January. IMB and cellular devise paired for real time. 15,000 units a month for the next year.

Barcodes – no one was ready in July for that. Move from Mail.dat to Postal One send to Product tracking system.

Task Team #14 – ability of PostalOne to be able to translate a Mail.dat file. Shipping Svs 1.7 in January – on the PTS side, is there a way to translate into PostalOne?

1.7 supports international date/electronic customs forms

Action Item – provide Ad Hoc report to RR Donnelley of their intelligent mail that posted to the database & indicate their pieces -End of month

TRACKING @ COLLEGES

Action Item: Get information on how colleges are actually notifying students that package is ready for pick up – good for colleges – large corporations – prisons – hotels, etc.

Pending pick up need additional script regarding return timeframe

UPDATE ON MAILING LITHIUM BATTERIES TO APO/FPO & INT'L (Robert Rainey/Juliana Hess) 2013 Next MTAC

ACS/IMpb – when product offering – can be billed through ACS, to eliminate Postage due – workgroup should be developed to discuss what has been designed.

Action Item: Request a conference call to determine how this is going to roll out. IMpb/ACS – Jim Wilson (within a month)

Action Item: Shippers Paid Forward with IMpb – what is the SOP and why don't we know it? Industry needs to know (Jim Wilson)

ACS system has no way to reconcile – suggestion to come through in a CAPS account.

Action Item: Tolerance of PBS, industry suggested range for ramp up…then what's the penalty? What are the consequences? Currently no thresholds. Suggests short-term workgroup (Juliana) with specific pricing & eligibilities. Create MTAC work group or task group – format with John M – Jim Cochrane – Juliana Hess

CONSISTENCY NEEDED IN RIBBS

Action Item: Data on event codes for IMb rather than IMpb, super late (2004) – 6-8 years behind. Have category for parcels, current information.

No AS2 protocal to pull in scan events. Secure transfer protocol with data. Action Item: How to access AS2 protocol (Jim Wilson & Juliana) Margaret Choinere…next MTAC.

Readability rates for IMpb – Ed (Part of the Ad hoc Action Item)

- PTS is behind schedule. He asked how many people would like if a new tracking system was rolled out 5 weeks before fall mailing season. No one raised their hand. This has been a real challenge. Over 3500 requirements wrote for the legacy system. System is in Cobalt. Every challenge that was possible was hit. Schedule was too aggressive. Could probably do fall mailing season but not a good idea. So looking in January – but have price change so may wait until February. Separate interface to do test files? Advance experience? CAT testing – replicating these files. USPS wants open pipe both ways. Batch extract files are available.
- PTR – phase 2 will be open vs batch. Need barcode on pieces. Mail.dat to postalone reconfigure to product tracking. Time frame – targeting price change. Open pipe – no schedule for that right now. Real time scans – schedule has not been worked out.
- Zip +4 or DPS Fed Reg would say – eligible to ship with usps – need a street address or zip 5 associated. Letters started at 75. Cochrane said 95. There was push back. **Tolerance of industry. Threshold prior to non automation surcharge. Need a task team or workgroup. John has to fill out and request. Need a postal sponsor – Cochrane.** Possible surcharge like on letter and flat side. Threshold and consequence. Should fit offense. Conversion has turned to quality and thresholds outside of Zip + 4 and DPS. Industry is not quite sure where it will start. Doing research now. Now industry sees they get a piece without an address so keying is necessary. Not getting good response- daily requirement of picking up packages and having to transmit files.
- Passive scan system scans barcode and does carrier route. All data sent to USPS (mailer, APPS, etc) – goes to system and resolves carrier route. $6000 with ring scanners and pass system to implement. Carrier route is not a long term solution. In 5 years more dynamic delivery environment. If move to 5-day, carrier route on a Saturday means nothing.
    - 3200 units that's already funded, to be given this new system. 2100 pass units got us 57%. 3200 will get to 72% of where all packages go. 13000 gets you 97%. This saves money for USPS everyday.
    - Scheme qualification is 50 hours of training – memorize every address in town.
- PTS – translate mail.dat in postalone translate to shipping services files. Writing requirements to do on legacy or new system. Postalone side – no way to accommodate for January. If consider major change then June, if minor April. Mapping has already been done.
    - **IMpb – mailer ID – look at readability. Provide ad hoc report to RRD on IMpb. Scanned vs keyed (Ed Ryan)**
- PTS – get 99M pallet scans. Next phase? Would like to have in initial version. Right now prioritizing items in the hopper. So may wait until next version. Risky to make change in legacy. But now that we are delayed looking at initial phase but have to see. It is a priority of USPS.
- On military side – do tendered to base, then a scan when given to person using USPS equipment. Future PTS release. Revise scripting for delivery events. About third party delivery to recipient. Tightening up scripting for different events or type of events. Scripting will give user that lets them that someone else needs to finalize delivery. Do something similar with POS. Messaging for notice left scripting. Those descriptions are not clear enough. Show what next steps are. This will take effect – new system – business rule engine – PTS2 – 2013.
    - **Robert Raymond and Juliann Hess. Has anyone gone to major college for workflow?** Ohio State - Central mailroom and send email to student.
    - Look at firm deliveries? Nothing has been done recently.
    - College – like a closed environment – prison, corporate campus, etc.
    - Electronic firm sheet – all of tracking items delivered in bulk to a place. Extract data back to customers so they have that info.
    - Do a focus group on this? Drop off at a mail center. Return policy needs to a part of this.
- **Parcel should be its own segment on RIBBS.**
- **ACS via IMpb** (better name for it)– announced at last MTAC – something offered in 2013 but would like more of a description. Workgroup or task team to discuss what has been developed internally to USPS. Just want a discussion of what is going on. Understand how it will work. Looks like everything is driven off of MID. Many use consolidators but need to understand how it will work for billing, etc. information needs to be put out by USPS. Sounds like software has

already been tested internally but industry needs to see it. **Shipper paid forwarding with IMpb – industry needs to know how it will work. Jim Wilson. Conference call.**

ACTION ITEMS

- **Ed Ryan will provide an ad-hoc report to requested mailers on IMpb posted to the database (requested during meeting by RR Donnelley).**
- **Recommendation from Industry to USPS - Look at how colleges notify student that they have a package for pickup – this may provide turn-key solution for visibility at delivery for colleges. Look at changing our current scripting. – Juliann Hess will provide a status update at the December MTAC meeting.**
- **Suggested a work team or a plan review of IMpb ACS via MID/CAPS Acct. Shipper paid forwarding with IMpb needs better communicated both internally and externally.**
- **Tolerance of address or ZIP+4 in IMpb file – Industry suggested starting at 70% threshold and ramp-up rather than beginning at 100%.**
- **What is the penalty for not meeting the threshold?**
- **Recommend a short-term workgroup for eligibility for price and % required at start-up for ZIP+4 or Address in the file – John will submit form for the group.**
- **Default rate included in the work group discussion or surcharge (Quality – Threshold surcharge?)**
- **Request for readability of IMpb – Ed Ryan will provide an ad hoc report**
- **RIBBS – data on event code was outdated and the site needs a general overall clean-up of the information posted.**
- **Request a section specifically about packages with accurate and actionable data be placed on RIBBS.**

FIRST CLASS

Sharon Harrison, MTAC Industry Leader for First-Class Mail

USPS Industry Engagement & Outreach Facilitator: Lewis Johnson

Informed Visibility Update

- Start of Clock: Need to have more scanning to get more mail into the system to measure performance. The goal remains the same: 100 % scanning of all mail.

Comingling Environment

Logical/physical tray tracking

Error reporting

- Need to work with MicroStratigies regarding the variance reporting between the customer and Postal Service data.

Postage Reporting Visibility Concerns

PostalONE! Testing – Environment Inadequate

Political Mail

Impacts – Visibility – Tracking

- Last Mile Impact: When mail is not delivered on the day it is expected, delivery is made the next day.

Addressing Concerns

UAA secured destruction (Tom Day)

- Initial focus will be on First-Class Mail (FCM).
- Letter-size machineable mail only.
- Mail will follow the normal mail processing flow until identified as UAA.
- Letters isolated on PARS will be validated to ensure they have been identified for secure destruction.
- Mail will be destroyed by postal employees and take place at postal facilities.
- Destruction for the mail will exceed NAID requirements (will not be NAID certified; NAID certification is voluntary).
- Letter must have the OneCode ACS with Basic, Full Service IMb or Full Service ACS.
- An indication such as a physical mark or service endorsement must be applied.
- Capital funding as been approved for fiscal year 2013.
- Pilot test to take place in all seven postal geographical areas.

PBSA Status

- Task Team 16 met on August 14, 2012 to review survey results and discussed various non-physical address types.
- Next telecom scheduled for August 30, 2012, at 2:00pm EDT.

gopost addressing

Next CASS cycle

Simplification in all areas

Update on Mail Tracking – Federal Register notice

In the Service Performance Diagnostics tool, is it possible to tell which pieces were excluded from measurement and why? USPS will review and respond to mailers so they can address what may be the root cause.

Action Items:

- **Secure destruction visibility included in IMb Tracing**
- **Request a Deep Dive with mailers to identify errors causing exclusion from measurement by USPS compared to Industry data. Steve will attend sub-group to work-out exclusions. DPV evaluate errors.**
- **Do we note when mailer does not claim a discount on a non-unique piece? Steve will check.**
- **Is there value in the IMb dashboard for First Class? Industry should provide feedback to Sharon.**
- **Mail disruption report needs finer detail.**
- **Remittance would like visibility reports/trends.**
- **Group would like Jim's help to design a plan/place for mailers issues to be reported?**